

Subject : Elective-IV : Brand Management (Marketing Management)

Day : Thursday
Date : 09/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section –I.
 - 2) Attempt any **TWO** questions from Section –II.
 - 3) Answers to both the sections should be written in **SAME** answer books.
-

SECTION-I

- Q.1** “Brand is built in the minds of people”. Do you agree? Explain this with appropriate example. (10)
- Q.2** Differentiate between brand position and brand repositioning. (10)
- Q.3** Explain the terms ‘brand confusion’ and ‘brand beyond advertising with the help of examples. (10)
- Q.4** What do you understand by brand equity? Explain various methods of measuring brand equity? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Leveraging of brands
 - b) Nano as a brand
 - c) Retailer issues in branding
 - d) Brand characteristics

SECTION-II

- Q.6** People have more faith in Brands rather than products. Critically analyze the statement with role and importance of branding. (15)
- Q.7** “Developing a brand is much more difficult than developing a product”. Comment. (15)
- Q.8** Mention one brand of cell-phone and one brand of two wheeler that you know. Discuss how these brands are being promoted by the concerned companies. (15)

* * * *